

<b>Notice of References Cited</b>	Application/Control No. 10/061,008	Applicant(s)/Patent Under Reexamination BURRUSS ET AL.	
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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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**FOREIGN PATENT DOCUMENTS**

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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Suits, Daniel B, et.al. "Spline Functions Fitted by Standard Regression Methods", Feb 1978, The Review of Economics and Statistics, Vol. 60, No. 1, pp.132-139.
	V	Nijs, Vincent R; et.al. "The Category-Demand Effects of Price Promotions", Winter 2001, 20, 1, ABI/INFORM Global, p.1.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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